

# Contract # 48540

## Schedule Dates

10/08/12-10/14/12

## Advertiser

WARREN FOR SENATE 2012 (3373)

## Agency

Media Strategies & Research (1800)

## Product

POLITICAL CANDIDATE (1051)

## Brand

Est. 12228 (28025)

## Salesperson

Shiebler, Charles (1011)

## Sales Office

WHDH

## Buyer Name

/

## Phone/Fax

12228

## CPE

Local/Political Candidate Agency

## Account Types

Standard

## Billing Type

Comments

## Comments

Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Date Entered 10/03/12  
Last Modified 10/03/12  
Entered By Charles Shiebler  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$49,245.60  
Net Total \$279,058.40  
Sales Tax

WHDH Boston (WHDH)  
By Broadcast Month Spots Rate  
Oct. 2012 213 \$328,304.00  
Grand Total: 213 \$328,304.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/08/12-10/11/12	4	:30	4:30A- Early Today	1	1	1	1	1				4	\$100.00	\$400.00	WHDH Boston (WHDH)		10/3/12
2.0	Normal Line / SPOT	10/08/12-10/12/12	4	:30	5A- 5:30A (ET)	1	1	1	1	1				5	\$350.00	\$1,750.00	WHDH Boston (WHDH)		10/3/12
3.0	Normal Line / SPOT	10/08/12-10/12/12	4	:30	5:30A- 6A (ET)	2	2	2	2	2				10	\$350.00	\$3,500.00	WHDH Boston (WHDH)		10/3/12
4.0	Normal Line / SPOT	10/08/12-10/12/12	4	:30	6A- 6:30A (ET)	2	2	2	2	2				10	\$750.00	\$7,500.00	WHDH Boston (WHDH)		10/3/12
5.0	Normal Line / SPOT	10/08/12-10/12/12	4	:30	6:30A- 7A (ET)	2	2	2	2	2				10	\$750.00	\$7,500.00	WHDH Boston (WHDH)		10/3/12
6.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	7A- 8A (ET)	2	2	2	2	2				10	\$2,300.00	\$23,000.00	WHDH Boston (WHDH)		10/3/12
7.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	8A- 9A (ET)	2	2	2	2	2				10	\$2,300.00	\$23,000.00	WHDH Boston (WHDH)		10/3/12
8.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	5:58A- 7 News Today in New England							1		1	\$200.00	\$200.00	WHDH Boston (WHDH)		10/3/12
9.0	Normal Line / SPOT	10/13/12-10/13/12	3	:30	6:57A- Today Show Weekend							4		4	\$1,250.00	\$5,000.00	WHDH Boston (WHDH)		10/3/12
10.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	9A- 10A (ET)							2		2	\$400.00	\$800.00	WHDH Boston (WHDH)		10/3/12
11.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	7:30A- 7 NEWS TODAY IN NEW ENGLAND 730A SUN								1	1	\$500.00	\$500.00	WHDH Boston (WHDH)		10/3/12

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By Broadcast Month Spots

Oct. 2012 213

Grand Total: 213

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12.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	7:57A- TODAY SHOW-SUNDAY								2	2	\$1,400.00	\$2,800.00	WHDH Boston (WHDH)		10/3/12
13.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	10:27A- Meet the Press								1	1	\$900.00	\$900.00	WHDH Boston (WHDH)		10/3/12
14.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	9A- 9:30A (ET)		1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		10/3/12
15.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	9:30A- 10A (ET)		1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		10/3/12
16.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	10A- 11A (ET)		1	1	1	1	1			5	\$850.00	\$4,250.00	WHDH Boston (WHDH)		10/3/12
17.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	12P- 12:30P (ET)		1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		10/3/12
18.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	12:30P- 1P (ET)		1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		10/3/12
19.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	1P- 2P (ET)		1	1	1	1	1			5	\$850.00	\$4,250.00	WHDH Boston (WHDH)		10/3/12
20.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	2P- 3P (ET)		1	1	1	1	1			5	\$600.00	\$3,000.00	WHDH Boston (WHDH)		10/3/12
21.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	10A- 11A (ET)							2		2	\$400.00	\$800.00	WHDH Boston (WHDH)		10/3/12
22.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9A- 10:30A (ET)								2	2	\$400.00	\$800.00	WHDH Boston (WHDH)		10/3/12
23.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	3P- 4P (ET)		2	2	2	2	2			10	\$600.00	\$6,000.00	WHDH Boston (WHDH)		10/3/12
24.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	4P- 4:30P (ET)		2	2	2	2	2			10	\$1,000.00	\$10,000.00	WHDH Boston (WHDH)		10/3/12

CONFIRMATION CONTRACT

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Fairfax, VA 22030

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Brand Est. 12228 (28025)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name /  
Phone/Fax 12228  
CPE  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments

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25.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	4:30P- 5P (ET)	2	2	2	2	2	2			10	\$1,200.00	\$12,000.00	WHDH Boston (WHDH)		10/3/12
26.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	5P- 5:30P (ET)	2	2	2	2	2	2			10	\$1,500.00	\$15,000.00	WHDH Boston (WHDH)		10/3/12
27.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	5:30P- 6P (ET)	2	2	2	2	2	2			10	\$1,700.00	\$17,000.00	WHDH Boston (WHDH)		10/3/12
28.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	6P- 6:30P (ET)	2	2	2	2	2	2			10	\$2,000.00	\$20,000.00	WHDH Boston (WHDH)		10/3/12
29.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	6P- 6:30P (ET)							2		2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		10/3/12
30.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	7P- 7:30P (ET)	1	1	1	1	1				3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		10/3/12
31.0	Normal Line / SPOT	10/09/12-10/11/12	3	:30	7:30P- 8P (ET)		1	1	1					2	\$2,200.00	\$4,400.00	WHDH Boston (WHDH)		10/3/12
32.0	Revised Line / SPOT	10/12/12-10/12/12	4	:30	7P- ACCESS HOLLYWOOD						1						WHDH Boston (WHDH)		10/3/12
32.1	Normal Line / SPOT	10/13/12-10/13/12	4	:30	7P- Access Hollywood Sat	1						X		1	\$206.00	\$206.00	WHDH Boston (WHDH)		10/3/12
33.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	7:57P- THE VOICE	1	1							1	\$15,000.00	\$15,000.00	WHDH Boston (WHDH)		10/3/12
34.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	10P- REVOLUTION	1	1							1	\$9,000.00	\$9,000.00	WHDH Boston (WHDH)		10/3/12
35.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	9P- 10P (ET)		1							1	\$7,500.00	\$7,500.00	WHDH Boston (WHDH)		10/3/12
36.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	10P- PARENTHOOD		1							1	\$8,000.00	\$8,000.00	WHDH Boston (WHDH)		10/3/12
37.0	Revised Line / SPOT	10/10/12-10/10/12	3	:30	8P- 9P (ET)				1								WHDH Boston (WHDH)	GUYS WITH KIDS/ ANIMAL	10/3/12

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Brand Est. 12228 (28025)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name /  
Phone/Fax 12228  
CPE Local/Political Candidate Agency  
Account Types Standard  
Billing Type Standard  
Comments

Media Strategies & Research  
11350 Random Hills Rd Ste 670  
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37.1	Normal Line / SPOT	10/10/12-10/10/12	3	:30	7:58P- 9P (ET)	1			1					1	\$7,500.00	\$7,500.00	WHDH Boston (WHDH)	GUYS WITH KIDS/ ANIMAL	10/3/12
38.0	Normal Line / SPOT	10/10/12-10/10/12	3	:30	9P- Law & Order SVU	1			1					1	\$6,500.00	\$6,500.00	WHDH Boston (WHDH)		10/3/12
39.0	Normal Line / SPOT	10/10/12-10/10/12	3	:30	10P- CHICAGO FIRE	1			1					1	\$8,000.00	\$8,000.00	WHDH Boston (WHDH)		10/3/12
40.0	Normal Line / SPOT	10/11/12-10/11/12	3	:30	9P- VICE PRESIDENTIAL DEBATE	1			1					1	\$7,500.00	\$7,500.00	WHDH Boston (WHDH)		10/3/12
41.0	Normal Line / SPOT	10/12/12-10/12/12	3	:30	10P- DATELINE	1			1					1	\$6,000.00	\$6,000.00	WHDH Boston (WHDH)		10/3/12
42.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	8P- 9P (ET)	1			1					1	\$824.00	\$824.00	WHDH Boston (WHDH)		10/3/12
43.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	9P- CHICAGO FIRE (Repeat)	1			1					1	\$824.00	\$824.00	WHDH Boston (WHDH)		10/3/12
44.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	10P- LAW & ORDER SVU (R)	1			1					1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		10/3/12
45.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	8:13P- NBC SUNDAY NIGHT FOOTBALL	1							1	1	\$9,000.00	\$9,000.00	WHDH Boston (WHDH)		10/3/12
46.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	10:59P- 7 News at 11 PM	2	2	2	2	2	2			10	\$2,500.00	\$25,000.00	WHDH Boston (WHDH)		10/3/12
47.0	Normal Line / SPOT	10/13/12-10/13/12	3	:30	10:59P- 7 News at 11 PM	2						2		2	\$2,500.00	\$5,000.00	WHDH Boston (WHDH)		10/3/12
48.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	11:30P- 7 News at 11 PM	1							1	1	\$1,600.00	\$1,600.00	WHDH Boston (WHDH)		10/3/12

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49.0	Normal Line / SPOT	10/08/12-10/12/12	4	:30	11:34P- THE TONIGHT SHOW w/ JAY LENO	2	2	2	2	2	2			10	\$750.00	\$7,500.00	WHDH Boston (WHDH)		10/3/12

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